

# **LAMEA Herbal Beauty Products Market By Products (Hair Care, Fragrance, Skin Care and Other Products), By Distribution Channel (Hypermarkets, Pharmacy & Drug stores, E-commerce and Other Distribution Channels), By End User (Women and Men), By Country, Industry Analysis and Forecast, 2020 - 2026**

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## **Abstracts**

The Latin America, Middle East and Africa Herbal Beauty Products Market would witness market growth of 10.7% CAGR during the forecast period (2020-2026).

Increasing fondness for herbal ingredients that can act as a natural cure for hair-related problems and acne skin has been boosting the market growth. Recognized market players have been concentrating on dealing in the natural beauty and personal care segment and acquiring firms to expand the customer base by inviting and attracting people who are progressively more passionate about healthier herbal products. Lotus Herbal in the year 2019 has announced its plan which includes acquiring an herbal and natural beauty product manufacturing company as an expansion strategy. The company is in touch with investment bankers to identify national or international possible targets for the same.

One of the visible factors limiting market growth is the failure to fulfil international standards. Many of herbal beauty products were failed when they were tested for international standards. There are some reasons also that are responsible for the failure include the availability of the poor quality of raw material and the absence of standardization of processes in the industry that makes it difficult to fulfil certain rules, exclusively in developed markets.

Recently, improved social media visibility has directed to healthy demand for herbal beauty products. Consumers are becoming more conscious about the need for health, body confidence, and self-grooming. In addition to these, beauty brands are gradually targeting shoppers on the online marketplace and facilitating easy access to a swiftly growing range of products.

Based on Products, the market is segmented into Hair Care, Fragrance, Skin Care and Other Products. Based on Distribution Channel, the market is segmented into Hypermarkets, Pharmacy & Drug stores, E-commerce and Other Distribution Channels. Based on End User, the market is segmented into Women and Men. Based on countries, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Weleda AG, Arbonne International, LLC (Yves Rocher), Vasa Cosmetics Pvt. Ltd., Shahnaz Ayurveda Pvt. Ltd., Grown Alchemist, Hemas Holdings PLC, The Himalaya Drug Company (Himalaya Global Holdings Ltd.), Estee Lauder Companies, Inc., Natura & Co., and Bio Veda Action Research Company (Biotique).

## Scope of the Study

### Market Segmentation:

#### By Products

Hair Care

Fragrance

Skin Care

Other Products

#### By Distribution Channel

Hypermarkets

Pharmacy & Drug stores

E-commerce

Other Distribution Channels

#### By End-User

Women

Men

#### By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

#### Companies Profiled

Weleda AG

Arbonne International, LLC (Yves Rocher)

Vasa Cosmetics Pvt. Ltd.

Shahnaz Ayurveda Pvt. Ltd.

Grown Alchemist

Hemas Holdings PLC

The Himalaya Drug Company (Himalaya Global Holdings Ltd.)

Estee Lauder Companies, Inc.

Natura & Co.

Bio Veda Action Research Company (Biotique)

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